



**ADMIN  
CAPACITY**

April 22, 2021

# Downtown Management Organizations –the Backbone to COVID Recovery

**Local Rapid Recovery Program  
Ann McFarland Burke , Consultant**



# Agenda

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## Downtown Management Organizations – Backbone for COVID response and recovery

Ann Burke  
Moderator



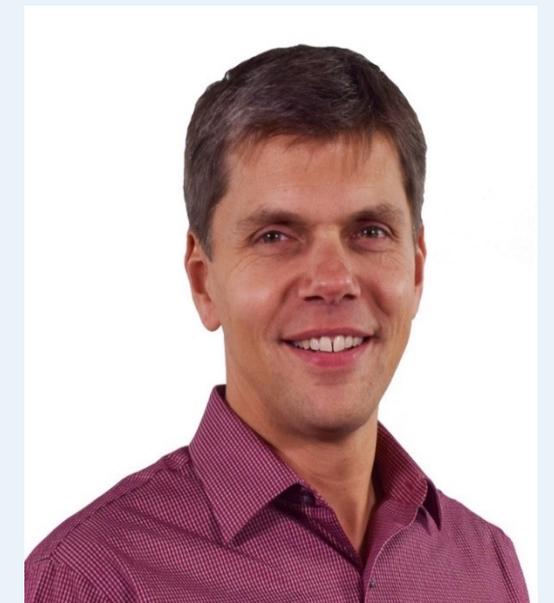
Gabrielle Gould  
Amherst BID



Gin Wallace  
Beverly Main St.



Jason Schrieber  
Stantec/Parking Benefit Districts



# Agenda

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- **Welcome & Introductions (2m)**
- **Overview - Downtown Management Organizations and COVID (8m)**
- **Case Studies (40m)**
  - Amherst Business Improvement District**
  - Beverly Main Street/ Salem Main St**
  - Parking Benefit Districts**
- **Panel Q&A (10m)**

# Downtown Organization Models

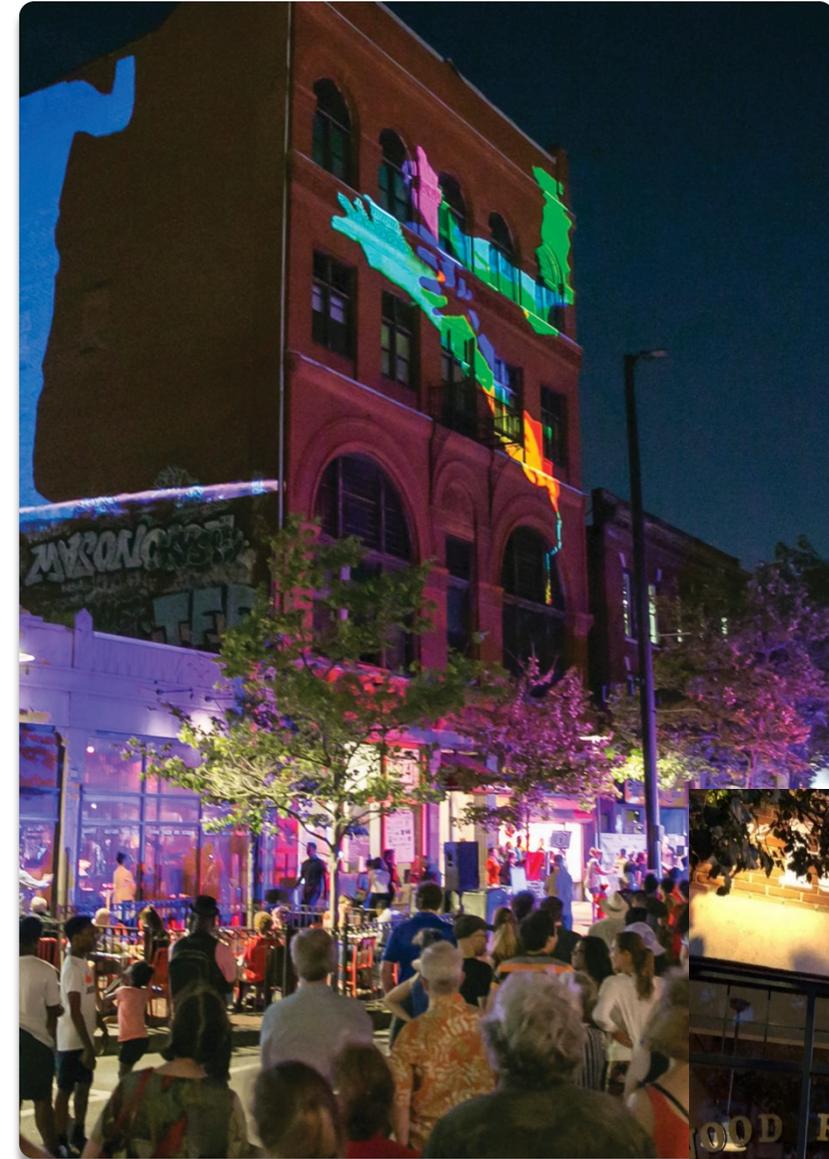
## Sustainability Leadership Staff

MANAGEMENT ENTITY	DISTRICT DELINEATION	REVENUE SOURCES
<b>BIDS</b>	Contiguous area within which property owners pay to develop, fund and execute supplemental services to benefit economic and social vitality of district	Self-sustaining through fees; reauthorized every 5 years, Grants and fundraising
<b>VOLUNTARY DOWNTOWN ORGANIZATIONS</b>	Volunteer program model addressing design, organization, promotion and economic vitality	Not self- sustaining; state grants, municipal contributions and fundraising
<b>COMMUNITY DEVELOPMENT CORPORATIONS</b>	Engages residents and businesses to undertake sustainable community development efforts in rural, urban and suburban. Geared to benefit low/moderate income.	Not self-sustaining; state grants, foundations and donations
<b>PARKING BENEFIT DISTRICTS</b>	Geographically defined district in which parking revenues are dedicated to related improvements. Can be a stand-alone or part of existing downtown organization.	Self-sustaining through parking revenue fees

# Role of Downtown Organizations

Create economic and  
socially vibrant places -

people\*placemaking\*art\*  
culture\*dining\*experiences\*  
commerce.

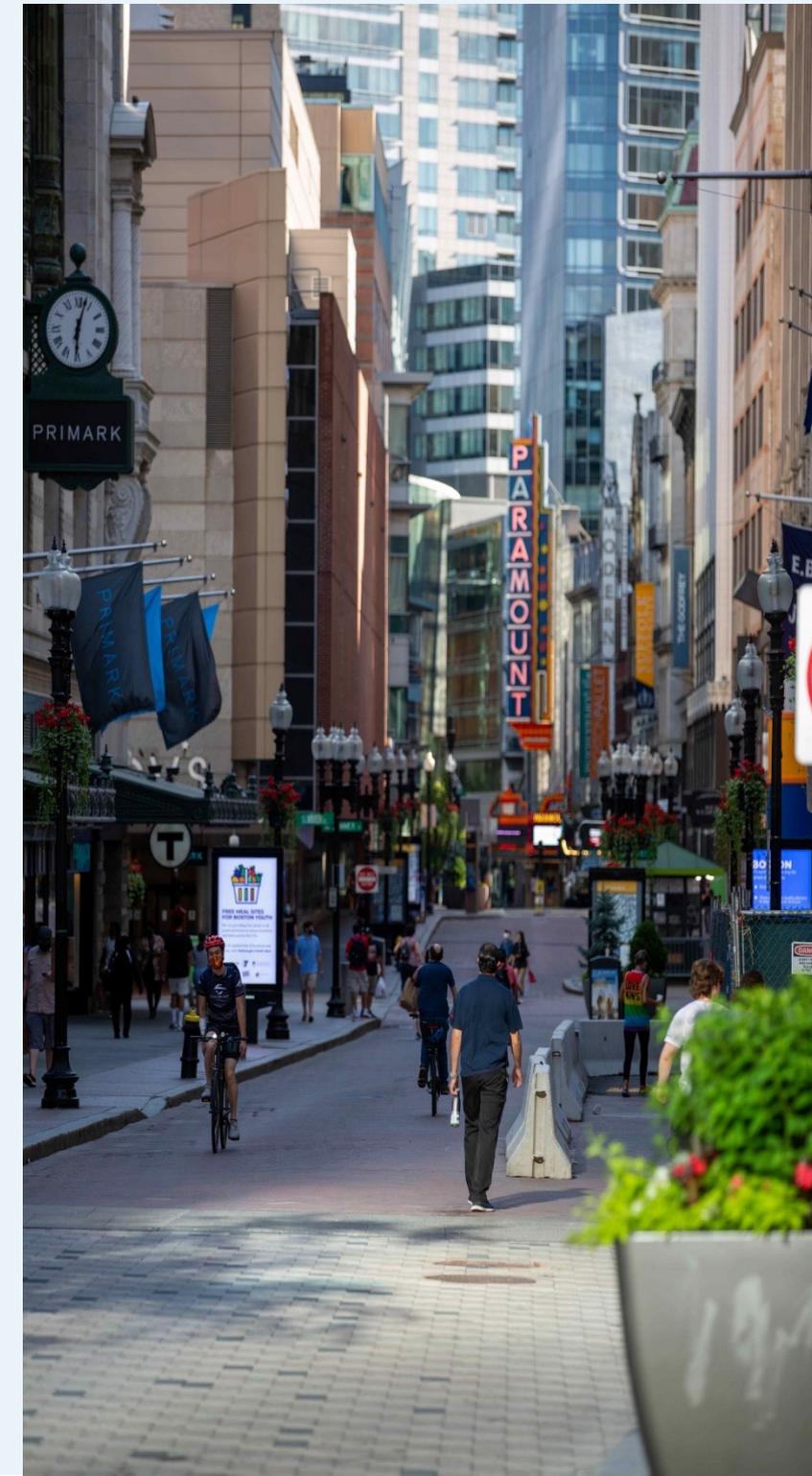


Downtown Boston

Downtown Boston

# Then Came COVID

- Office vacancy of 80+%
- Ground floor impact of restaurants and retail
- Social service demands
- Cultural facilities shuttered
- Tourism ceased



# Covid Response

COMMUNICATIONS

TECHNICAL ASSISTANCE

GRANTS / LOANS

MARKETING / SAFE EVENTS

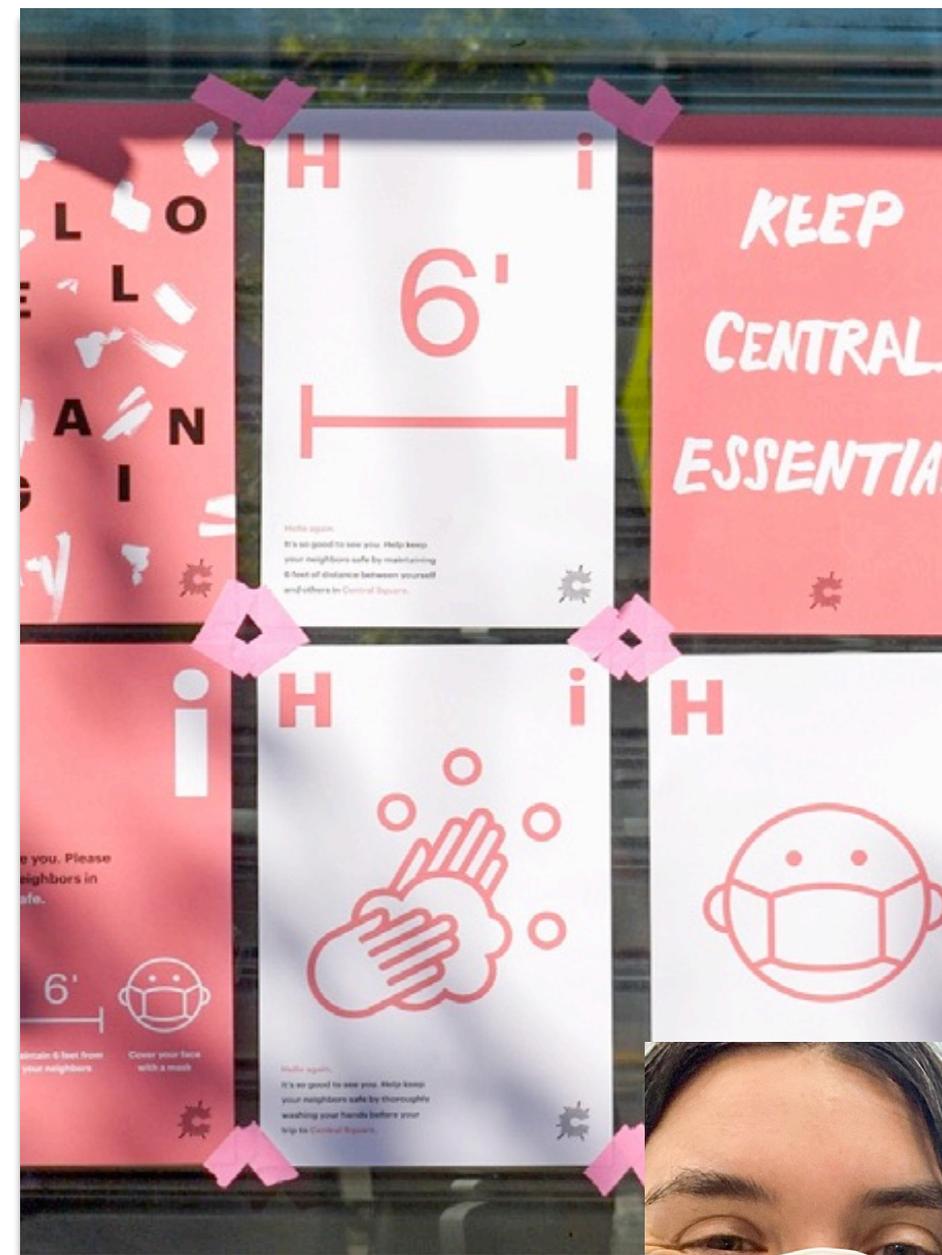
BRINGING BUSINESS / ARTS  
OUTDOORS

PPE / HEATERS/BARRIERS

SAFE / WELCOMING RETURN

SAFETY AND SOCIAL SERVICES

RECOVERY / ADVOCACY

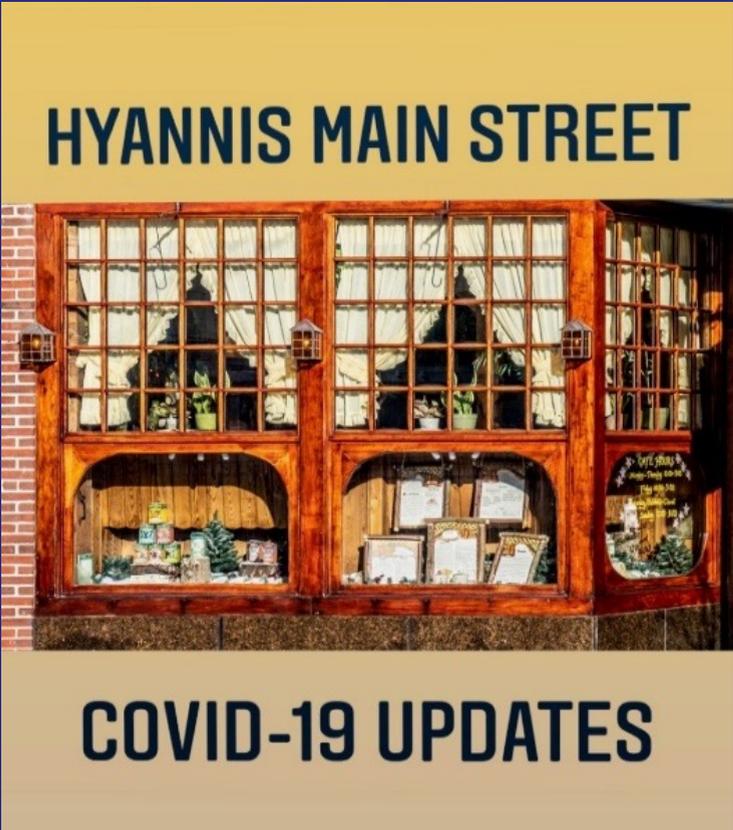


# Communications - A trusted source of information

- The source for information, resources, safe return, support

## Communications Hyannis

## Safety and welcome back Salem/ Central Square



**FOR YOUR SAFETY & THE SAFETY OF OTHERS**

**MASKS ARE REQUIRED IN THIS ESTABLISHMENT**

CLOTH MASKS	BANDANAS	SCARVES	SAVE IT FOR HALLOWEEN

**PLEASE MAINTAIN PHYSICAL DISTANCING**

**STAY AT LEAST 6 FEET AWAY FROM OTHERS AT ALL TIMES**

SALEM.COM/COVID19 #SALEMTOGETHER

Logos for Salem Chamber of Commerce, Salem Main Streets, and other local organizations.



# Clean and Safe

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Cleaning  
Homeless outreach  
Ambassadors  
PPE



Cambridge



# Social Services

- Critical support for residents in need

## New market Business Association/ Boston

- FOOD DISTRIBUTION
- HOMELESS COMFORT STATIONS
- VOLUNTEERS
- PPE



# Business Support

GRANTS TECHNICAL ASSISTANCE MARKETING ADVOCACY



Retail innovation –  
Central Square  
Cambridge

Technical Assistance / - Hudson BID  
East Somerville Main St

- Emergency Grants/ Amherst
- TA/ Micro loans /Franklin Co CDC



# Business Support

GRANTS TECHNICAL ASSISTANCE MARKETING ADVOCACY



## Marketing Amherst



Businesses, Restaurants, Services & Salons are calling **SOS!**  
The Amherst BID invites you to take the **PLEDGE TO SUPPORT LOCAL**  
Shop Local, Style Local, Take Away & SAVE THE DAY



### TAKE THE PLEDGE

Check Off 10 Restaurants, 5 Retail & 3 Service/Salons by **December 31** and send in via mail or email (info@amherstdowntown.com - take a pic of filled in form) w/ **Proof of Purchases** (hard copy of receipts or email us pics) and Enter To Win \* :  
**First Prize \$500**  
**Second Prize \$250**  
**Third Prize \$100**



Send Back To Us: Amherst Downtown  
35 South Pleasant St. Amherst MA 01002



## Outdoor Markets - Sommerville

## Digital Marketing Hyannis / Rosindale

Find us on 

# HYANNIS MAIN STREET MARKETPLACE

Shop Main Street From Home



*The Fun, Safe Place To Shop In Your Community!*

## Free Ways to Support Roslindale Business That Are Not on Social Media

- Post photos or videos enjoying a purchase or service including the name of the business. 
- Sign up for their newsletter and share it with a friend.
- Share about the business on community pages. 
- Post a positive and informative review on Yelp or Google. 
- Introduce yourself to the owners or employees and tell them what you love about their business. 

OS ROSLINDALE VILLAGE  
MAIN STREET

# Repurposing the Public Realm

- Found spaces offered safe alternatives for dining, retail, art and culture



East Somerville



LOCATED AT THE INTERSECTION OF HIGH SCHOOL RD AND MAIN STREET, HYANNIS

OPEN AT 7-15  
MOVIE STARTS AT DUSK

RESTAURANT MENUS  
HYANNISMAINSTREET

Hyannis

Salem

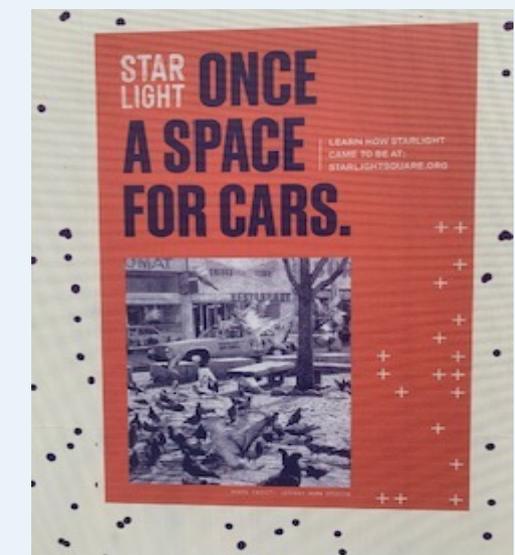
Nantucket



# Saving Culture/ Creating Community

## Starlight Square – Cambridge

- Central Square BID partnered with city to create outdoor space for safe art and culture, worship, pop up retail
- 500k in funding from individuals, city, foundations
- Repurposed parking lot
- Arts and Cultural partners
- Community
- Commerce for entrepreneurs
- 133 events ; 73 micro businesses in 4 months



# WHAT WE LEARNED

- **Downtown Organizations worked**
- **Nimble**
- **Responsive**
- **Resourceful - “Don’t leave \$ on the table”**
- **Collaborations & Partnerships - quicker and cost effectively**
- **Conveners**
- **Effective advocate**
- **Proved importance of sustainability**
- **Preparing for recovery**

# Thank You!

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Ann Burke

Consultant - LRRP

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413 575-5345





April 22, 2021

# Sustaining Small Business in a Pandemic

Amherst Business  
Improvement District



# Agenda

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- I AMherst Campaign
- Relief & Resiliency Micro Grant Fund
- Pledge to Support Local
- Dinner Delights
- Advocacy
- Art, Culture and a look to the future

## Downtown Amherst





# #IAMherst

*Showing the Amherst residents, returning students and visitors that AMHERST welcomes you, safely into our business community*

- *100+ Light post banners*
- *Wear a Mask, Wash Your Hands, 6' Distance Posters in over 200 Amherst wide storefronts*
- *12 Sandwich boards Amherst wide*
- *8 – 12' tall window "Selfie wall" I AM & Welcome Back facing UMASS campus*
- *Continued Print and Social Media*
- *20+ Town Ambassadors promoting mask awareness, health and safety wear the "I AMherst" shirts*
- *Delivery of PPE to all businesses with consulting on health & safety*

**Today is a great day!  
Today is a great day  
to**

**👉 wear your mask  
👉 wash your hands  
& 3**

**Get outside and  
support local small  
businesses**



WASH YOUR HANDS

WEAR A MASK

SOCIAL DISTANCE

**#IAMherst**





I AM STRONG

I AM POSITIVE

I AM RESILIENT

I AM CONSIDERATE

I AM WELCOME

I AM HOPEFUL

I AM HERST



HELLO

Welcome back. We're so glad to see you. Please be considerate of others to keep Amherst safe and healthy.



WASH YOUR HANDS WEAR A MASK SOCIAL DISTANCE

WELCOME BACK

AMHERST DOWNTOWN



Amherst Business Improvement District

amherstdowntown.com



# #IAMherst

10,000 QR code magnets delivered to off campus UMASS students with direct link to

I AM STRONG

I AM POSITIVE

I AM RESILIENT

I AM CONSIDERATE

I AM WELCOME

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I AM HERST



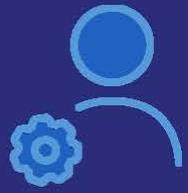
DOWNTOWN AMHERST FOUNDATION

Takeout & Delivery Options  
Scan Image QR Code



Support Local • Eat Global  
[amherstdowntown.com/takeout](http://amherstdowntown.com/takeout)





**ADMIN  
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# The Pivot to Micro Grant Funding

**Pre Pandemic the BID had created a 501c3 Foundation as an Arts & Culture builder for our downtown.**

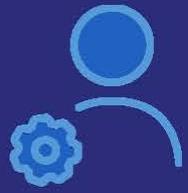
**Our intention was to start a Capital Campaign in early spring and raise funds to build and donate an outdoor performance shell to the Town with an endowment fund and two years of programming funded by the Foundation.**

**On April 1, 2020 when COVID-19 became the only reality we could address we pivoted the foundation to raise funds for a Relief & Resiliency Micro Grant program.**

**With the Amherst Area Chamber in full partnership we:**

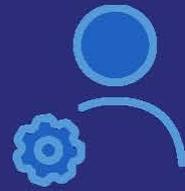


# The Pivot to Micro Grant Funding



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## ADMIN CAPACITY

# The Pivot to Micro Grant Funding

- Raised over \$400,000 in grassroots fundraising in less than 4 months
  - Awarded 64 grants to small business in the Amherst Area
  - Procured \$20,000 of bulk PPE. Distributed to over 100 businesses
  - Worked with the Town to create and sustain the now returned outdoor dining.
  - The Foundation purchased umbrellas, tents, table, plantings, café lights and
  - Sourced and paid 40 local artists to paint the Jersey barriers creating a public art walk
  - Worked with the Town to procure outdoor heaters and propane at discount rates
  - Over the Winter with grant support from Bench Consulting/Barr Foundation we created a “winter wonderland” with 32’x19’ snow flake arches and lighting throughout town
  - Hosted the first annual “Ice Sculpture Festival” with a menagerie of 11 stunning ice animals

# The Pivot to Micro Grant Funding



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CAPACITY**





# Pledge to Support Local Campaign

## Campaign

A call to “Save our Town”. We were direct that our businesses are in distress and therefor our town centers are in dire need of support

Over a 12 week period support: take away or dine in of 10 local restaurants, shop at 5 local retail and enjoy 3 services in our downtown (salons, spas, dog wash, gas station etc.)

Send in proof of purchase with the pledge card in order to win

100\$, 250\$ & 500\$ gift cards to our local Chamber Area therefor continuing to keep the funds local and supporting





# Pledge to Support Local Campaign

## Marketing Plan:

- 12 week Radio Buy on 4 radio stations playing 15-20 - 30 second spots daily
- Several weeks of the back full page of the local paper color with “cut out lines”
- 10,000 rack cards distributed to all local business to hand out and include with take away orders and shoppers bags
- Social Media promotions and push to neighboring a



# Pledge to Support Local Campaign

## Success!

Over 100 pledge cards were submitted with countless calls and emails from customers saying they did not keep the receipts but wanted us to know they DID IT and they loved the challenge and the great feeling they got supporting local!



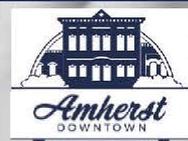
Businesses, Restaurants, Services & Salons are calling **SOS!**  
The Amherst BID invites you to take the **PLEDGE TO SUPPORT LOCAL**  
Shop Local, Stay Local, Take Away & SAVE THE DAY

### TAKE THE PLEDGE

Check Off 10 Restaurants,  
5 Retail & 3 Service/Salons  
by **December 31** w/ Proof of Purchases  
and Enter To Win \* :

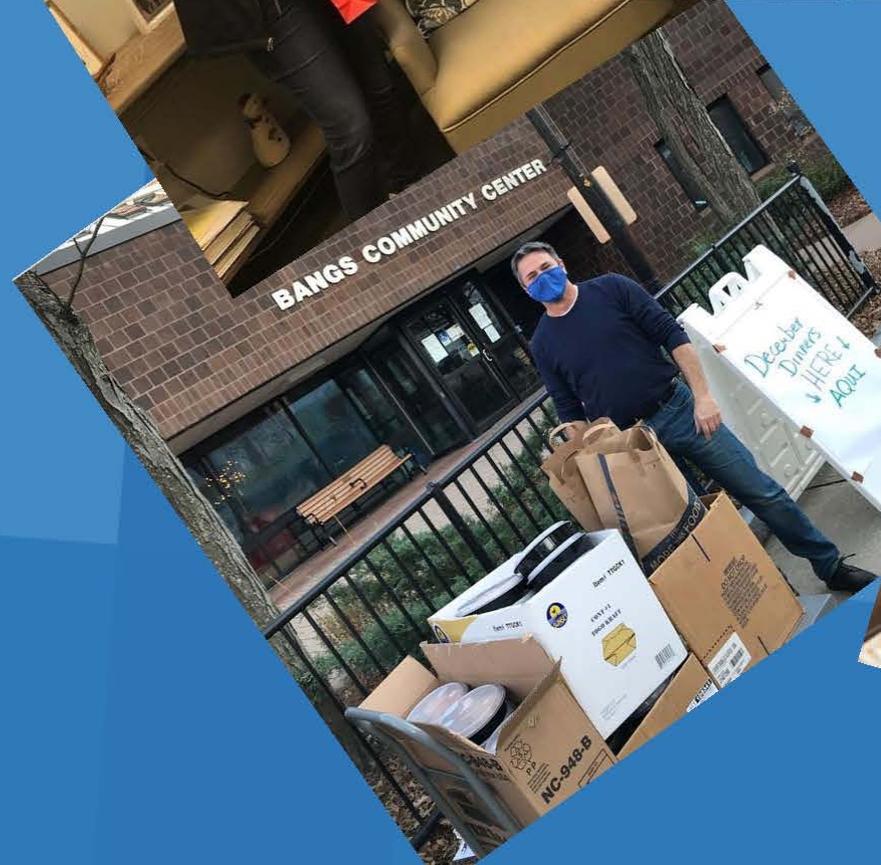
**First Prize \$500**  
**Second Prize \$250**  
**Third Prize \$100**

\*  **Amherst Area Gift Card**  
Shop. Dine. Explore.





# Dinner Delights





# Dinner Delights

- ◆ 4 months

  - ◆ 2 dinners per week

    - ◆ 2 lunches per month

- ◆ Monthly “gift baskets” for hair cuts, toys, books, bicycles & more...

  - ◆ Over \$80,000 infused into the local small business economy

    - ◆ Over 8,000 meals donated by the BID to families in need





# ADVOCACY

During the COVID-19 crisis the BID Stepped up:

- ❖ Became PPP experts and helped over 50 local business navigate
- ❖ Helped write 12 successful MGCC grants for minority owned ESL small businesses.
- ❖ Helped Amherst businesses be awarded over 2mill in MGCC grants
- ❖ Weekly calls with Secretary Kennealy, our State reps and Senators advocating for small businesses
- ❖ Helped write Legislation allowing the transfer of premise for outdoor dining liquor licenses to be approved locally – saving months of backlog, paperwork and expenses for over 5,000 MA restaurants
- ❖ The MA BID's joined together on MANY items as a greater stronger force to ensure support for downtowns and small businesses
- ❖ Made sure the voices, concerns and needs of our downtown were heard at the highest level and would not be ignored

## Getting through a journey we didn't sign up for

I have a friend who rode their bicycle from Amherst to Plymouth Rock last week. I think that is amazing.

I sometimes ride my bike into town; I live in town so it really is nothing to be proud of, but it got me thinking about a long haul — be it a cycling trip, a marathon, or a serious mountain climbing expedition. To do any of these things you make plans, train, work out details, and try to nail down any unknowns to ensure a smoother experience to meet an end goal. You know just how many miles it is, be it in total or for each day of the expedition.

I was sitting with this friend after a particularly hard week of my own and she asked a simple question: "How are you holding up?" I responded with "if I asked you to ride your bike 80 miles, you could do that right?" She responded "yes," then I asked, "if I said just get on your bike and ride, do not stop until I tell you to. Now I know I want you to ride 80 miles, but you have no idea how far I want you to go. How many miles could you ride without starting to fall apart?" She smiled and said "ahhhhhh!"

I think every working parent or caregiver of distance learning children are on the bike ride with no specified mile count or end date. But then I really started to think about that and how every small business owner is on the same unknown, every grandparent who cannot see their grandkids and is afraid to simply go to a market, every child who cannot understand how last year everything was normal and now it has been months that they cannot have their friends over or go to their classrooms



GABRIELLE GOULD

to learn, and every college student who is either sitting in a "bubble" or off-campus staring at a screen for the majority of their education that they worked so hard to achieve the opportunity for.

It struck me that everyone with few exceptions in on this unplanned, unspecified, unknown expedition that no one signed up for and none of us have a mile marker, endpoint, or even real goal, except to get through this as safely and as well as possible. If all this was not enough, we are just days away from unarguably the most important election of many lifetimes and the stress, fear and tensions are high.

I usually try to find ways to encourage readers to visit downtown and support our small businesses, but I think we all just need to sit, and breath, and take a moment to really understand that no one is thriving in this environment and that everyone is facing such a grand myriad of unknowns. We do not know how this pandemic ends and when any semblance of normalcy returns, and we do not know how this election is going to turn out. Some do not know if they have enough food to make dinner, some of our businesses do not know if

they will make it through a cold and dark winter, and parents and caregivers are on a roller coaster of wondering whether there will be class. I could go on.

Maybe a way to support local is to step up where we can with random acts of kindness, share our compassion, to know each person around you is on their own unexpected road and that this election has many people fraying at the seams. I ask first that if you have not yet done so, please vote. I ask that you smile extra big for anyone you see. Perhaps a neighbor has kids and you see them trying to find the balance — send them a gift card for takeout dinner, or to the Toy Box or Hastings! An elderly neighbor who is afraid to go out? A bag of goods from Black Sheep, a scarf from Clay's or Zannas and dinner from Pasta y Basta! Order an extra coffee or a cocktail and ask the server to pass it onto the next customer!

Leaves piling up in a yard where they simply cannot keep up? Grab a rake and some paper bags! I think you get the point. If you can, do! It has also been proving that doing a random act of kindness relieves stress and brings joy to the doer!

It is going to be a while before we get real clarity on the end plan for this pandemic and most likely this election. So breath, smile, ask for help if and when you need it, and be the help where you can. I promise a small gesture like any of the above will bring so much relief to any and all who are working so tirelessly to simply make this all work.

Gabrielle Gould is the executive director of the Amherst Downtown BID.



# A look to the future...Revitalize Downtown Amherst!



**OTHER**



## *THE REASON*

- Foster innovation, incubate up & coming entrepreneurs
- Opportunity to create a "destination" worthy entrance to downtown
- Opportunity to seed businesses for other empty storefronts
- C19 has shuttered many downtown businesses
- Opportunity to enter a post C19 world with innovation, beauty, art and culture

## *WHERE & WHY HERE*

AMITY/ N.PLEASANT

Heart of the business district

- Underutilized space
- Vacant Storefront
- Protection against Urban Blight
- Post C-19 return to downtown w/ fresh, new, non-competing retail & social offerings

## *WHAT WE ARE OFFERING*

- Performance
- Local Farmers Market
- Makers. Artisans. Creators
- Shared Work Space
- Artists in Residence
- Cafe / Restaurant



# A look to the future...



**OTHER**

# Green Ticket Drawing!

## Green Ticket Campaign to Support Local!

For every 20\$ spent in downtown Amherst you get a GREEN TICKET – spend 100\$ get 5, spend 200\$ get 10 and so on...

On June 20<sup>th</sup> come downtown for our drawing and WIN BIG! Support local and win big!



**Green Ticket Drawing!**  
**June 20th @ Noon on the Town Common**

Longest day of the year!  
 Greatest chance to win big!

Surprises  
 Live Music  
 Horse-Drawn Carriage Rides

Amherst DOWNTOWN

Starting April 20th - Every \$20 spent in Downtown Amherst = 1 green ticket.  
 \$100 spent = 5 green tickets; \$200 gets you 10 tickets and so on!  
 The more you SUPPORT LOCAL, the GREATER YOUR CHANCES TO WIN BIG! April 20th - June 20th

4 \$250 Prizes & 1 Grand Prize of \$1,000  
 Winners Announced at Drawing on June 20th  
 YOU MUST BE AT DRAWING TO WIN



# Thank You!

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Gabrielle Gould

Executive Director

Downtown Amherst Business Improvement District

Downtown Amherst Foundation

508-901-1180

[gabrielle@amherstdowntown.com](mailto:gabrielle@amherstdowntown.com)

[www.amherstdowntown.com](http://www.amherstdowntown.com)





**ADMIN  
CAPACITY**

4-22-2021

# Gin Wallace

**Beverly Main Streets**



# Agenda

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## HVAC for Dummies

- Challenges
- Solutions
- Recommendations

# Challenge #1: Income down 51%, Expenses down 21%

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- Volunteer-based organization (2 staff, 125+ volunteers)
- Rely on a small number of generous donors
- Donor fatigue
- Donors re-directed support to social service organization
- Only reliable source of revenue is City; City challenged our ability to perform activities in our services agreement because of closures, putting that revenue at risk
- Large 2000+ person events and associated income (33% of budget) were cancelled; did secure grants to be able to do small public events



## Challenge #2: What do we do now?

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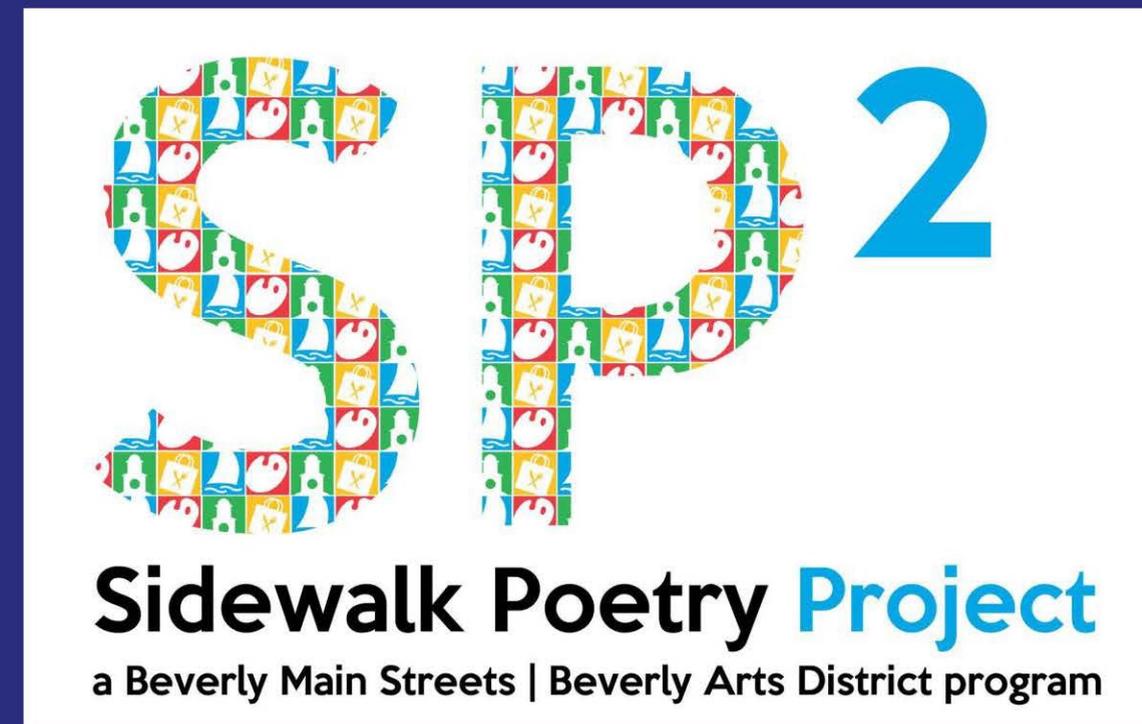
- Public knows us for events – how do we keep our name out there when we can't do them?
- No money to support businesses with our usual grants
- Businesses were overwhelmed with emails about PPE, PPP, state guidance vs local guidance, etc
- Business owners were calling me for guidance on pretty big decisions
- City did Phase 3 of road work on Cabot Street



# Solutions

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- I pledged to our 200+ businesses that I would be their filter for all Covid-related information
- If you get an email from me, open it
- I became a therapist and a coach, an HVAC “expert,” a nurse and a teacher
- So many webinars
- Created “Future of Downtown Beverly” TF
- Led the Restaurant Re-Opening TF
- Hosted small public events
- Closed office down to reduce overhead
- #tiponyourtakeout, #tipyourbill, Great Plates
- We didn’t stay home



# Salem Main Streets



Economic Development Recovery and Revitalization Task

- Mayor Driscoll started the Economic Development Recovery and Revitalization Task Force in April 2020
- 7 organizations with marketing budgets came together to share info, ideas, resources, staff, volunteers
- Weekly newsletter is widely shared
- Will likely continue thru October
- City delayed major road construction projects
- Partners working on multiple grants and projects together
- Tourists never stopped coming



The businesses of Salem are committed to the health and safety of residents, workers, and visitors and we need visitors to share our commitment to safety by following the recommended guidelines while shopping, dining, and exploring Salem. We have a shared goal of health and happiness in Salem, and we know this goal can be achieved if we all work together.

## WE pledge TO



WASH OUR HANDS REGULARLY AND HAVE HAND SANITIZER AVAILABLE



WEAR FACE COVERINGS



FOLLOW SOCIAL DISTANCING AND CAPACITY REGULATIONS



FOLLOW CDC GUIDELINES FOR CLEANING AND DISINFECTING



TRAIN EMPLOYEES ON COVID-19 SAFETY PROCEDURES

## GUESTS pledge TO



WASH OR SANITIZE HANDS BEFORE ENTERING ESTABLISHMENT



WEAR FACE COVERINGS



FOLLOW SOCIAL DISTANCING GUIDELINES - 6 FT



STAY HOME IF YOU'RE SICK, HAVE A FEVER, OR OTHER SYMPTOMS



AVOID PHYSICAL CONTACT WITH STAFF AND OTHER GUESTS



USE A CREDIT OR DEBIT CARD WHENEVER POSSIBLE

FOR MORE INFORMATION VISIT [SALEM.ORG/SALEMTOGETHER](https://SALEM.ORG/SALEMTOGETHER)



# Thank You!

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Kylie Sullivan

[kylie@salemmainstreets.org](mailto:kylie@salemmainstreets.org)

978-744-0004 x15 (office)



**PUBLIC  
REALM**



April 22, 2021

# District Management Tools

**Stantec Consulting Inc**



# Parking Benefit Districts (PBDs)

- **MA adopted legislation** (Section 22A1/2) **enabling a municipality** to:
  - **Establish** a geographic area of choice (PBD)
  - **Reallocate** some or all parking revenue into a “dedicated fund”
  - **Use** some or all parking revenue from said geographic area into various improvements (as noted in Section 22A)
- **PBD boundary definition:** **Geographic area** in which **parking revenue** can be collected and used to **finance neighborhood improvements** and a range of **transportation-related improvements**.
  - **Parking Maintenance, Operations and Enforcement**
  - **Wayfinding and Signage**
  - **Walk, Bike Infrastructure improvements and amenities**
    - Complete Streets projects
  - **Streetscape**
    - Landscaping maintenance and trash pickup
    - Benches, outdoor seating, planters, trash/recycle receptacles
  - **Open Space**
    - Spaces for outdoor dining and entertainment
  - **Management, Marketing Promotion and Events**



*Section 22A1/2 of the Massachusetts State Legislature dictates that “parking revenue collected therein (therein defined as the geographically defined PBD area) may be designated in whole or part for use in that district through a dedicated fund in accordance with the purposes and uses listed in section 22A”.*





Source: Arlington

# Case Study

Arlington Parking Benefit District

- **Proposed meter installation & PBD implementation simultaneously**

- Kept violation revenue in General Fund
- Allocated meter & permit revenue to parking fund
- Established a Parking Advisory Committee

- Established a **system of accountability and trust to Financial Committee & Capital Planning Committee** oversight

- Reporting to committees & stakeholders (consistent engagement)
- Annual presentation at Town Meeting

- **Projected a conservative PBD revenue** to Select Board then **exceeded expectations**

- After paying meter installation & general maintenance fees



*Join Us For a Meeting about*  
**NEIGHBORHOOD IMPROVEMENTS**  
from parking meter income  
**Wednesday March 1st at 8:30 am**  
**Regent Underground, 7 Medford Street**  
RSVP to [acarter@town.arlington.ma.us](mailto:acarter@town.arlington.ma.us)  
TAKE THE ONLINE SURVEY:  
[SURVEYMONKEY.COM/R/GVP2XFS](https://www.surveymonkey.com/r/GVP2XFS)

- **Funding opportunities**

- Installation & ongoing meter maintenance
- Parking control officer salary
- Credit card & collection fees
- Implemented pay by phone
- Snow removal in parking lots
- Arlington Center Sidewalk Project (undergoing)
- Parking lot design

- **Shared Streets & Spaces Grant**

- PBD revenue did not fund barriers and seating given impact of parking meter revenue from COVID-19
- In the future, PBD will fund permanent installations of temporary improvements such as outdoor dining infrastructure and landscaping



Source: Arlington

Source: Rockport Cultural District

**The PBD funded large planters to beautify the outdoor dining areas**

Arlington Shared Streets and Spaces



Source: Arlington

# Case Study

Arlington MassDOT Shared Streets and Spaces Grant Program



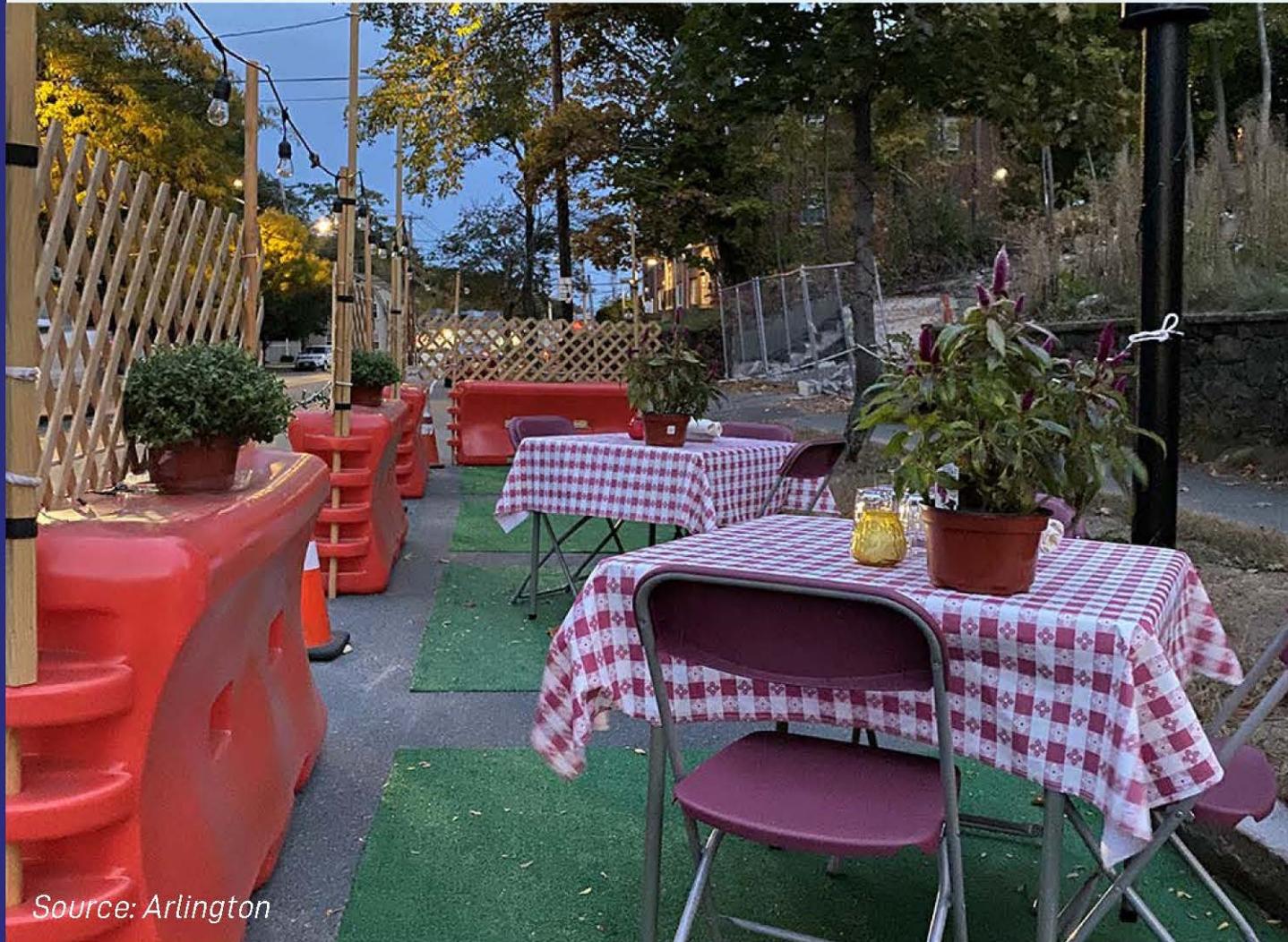
**Protected, outdoor dining space with lighting in Arlington Center**



**Outdoor dining space on periphery, smaller streets in Arlington Center**

# Case Study

Arlington MassDOT Shared Streets and Spaces Grant Program



Source: Arlington

## Protected, outdoor dining space/parklet in Arlington Center



# Case Study

Arlington MassDOT Shared Streets and Spaces Grant Program



Source: Arlington

**Protected, outdoor dining space on Medford Street in Arlington Center**



Source: Arlington

**Protected, outdoor dining space and signage on Medford Street in Arlington Center**

Brookline Village PBD

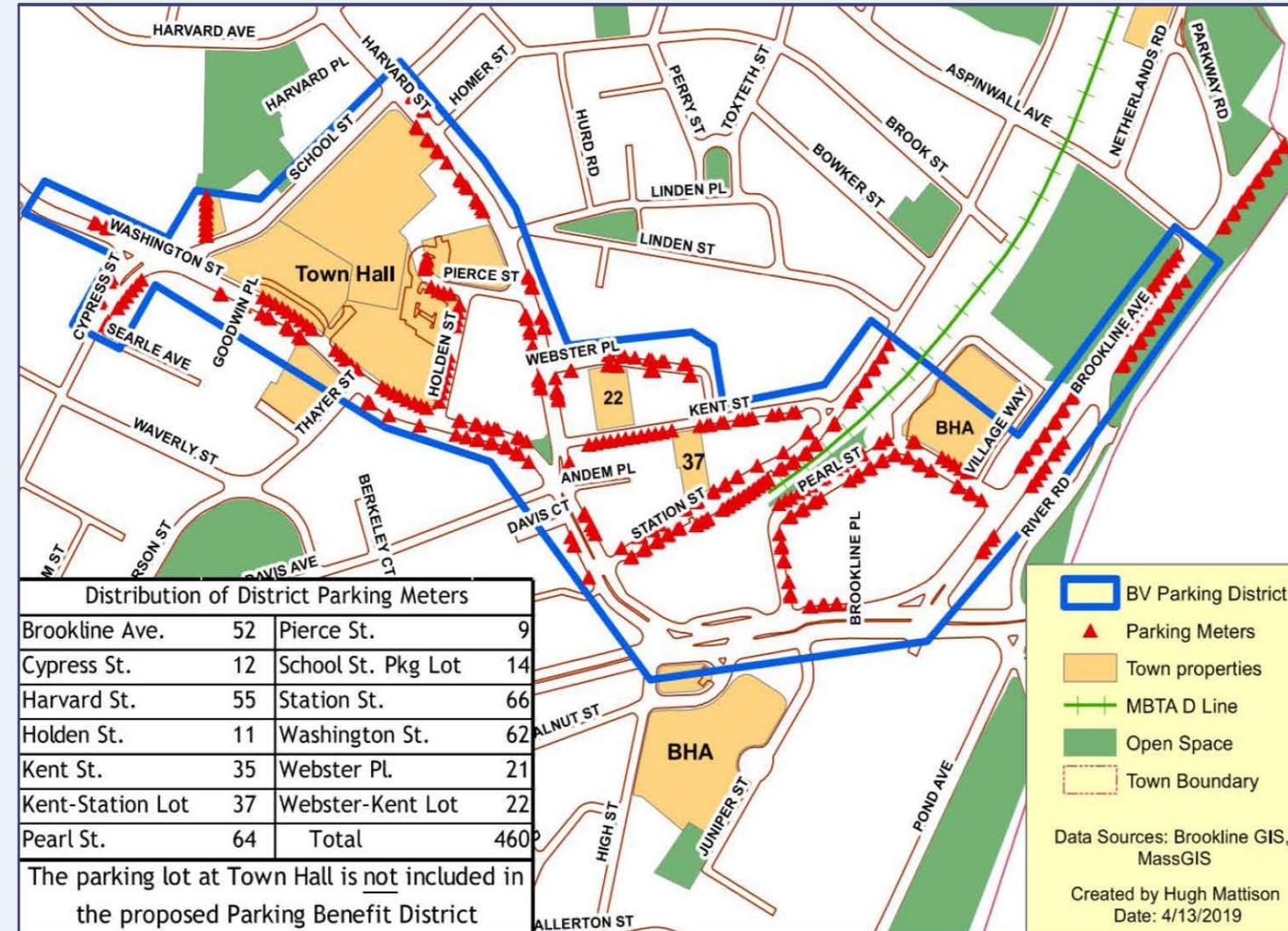


Source: Wickedlocal

# Case Study

## Brookline Village Parking Benefit District

- Parking meter revenue
- \$1M revenue transferred to the PBD
- Only revenue generated from the implemented meters in the Parking Meter Zone
- **PBD improvements:**
  - Temporary or permanent changes to the Transportation Board & DPW
  - Public art recommendations
  - Parking and traffic operations
  - Accessibility improvements to infrastructure in the PBD
- **Shared Streets & Spaces Grant**
  - **July 2020 - \$81,500** to expand the **pedestrian, dining, and shopping space along Essex Street**. The space will be protected from vehicular traffic with posts, rope, jersey barriers, and concrete planters
  - **Winter 2021** – to implement **BlueBike Stations** to increase multimodal accommodations in commercial zones



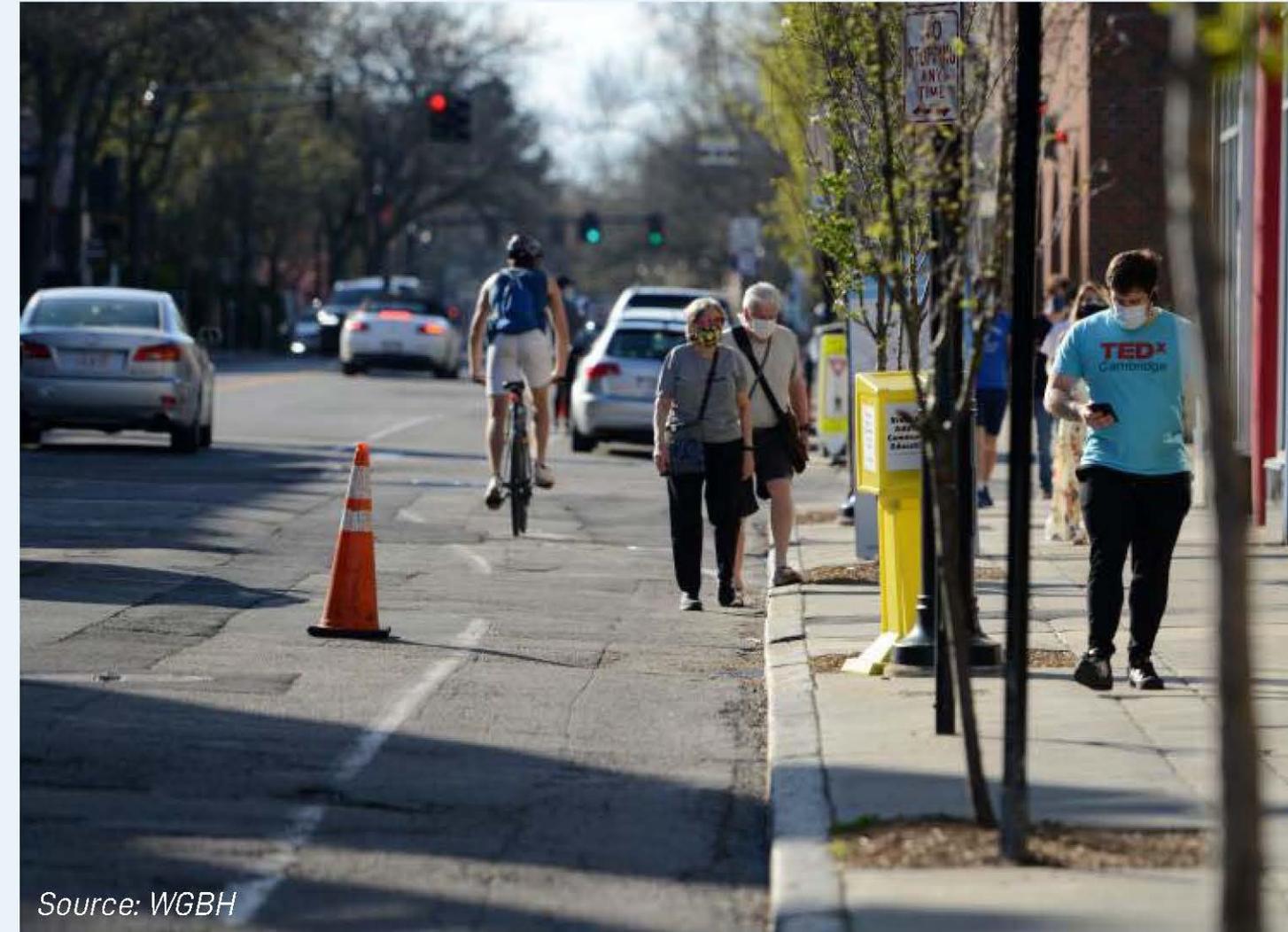
**Brookline's PBD map identifies all parking meters and town properties**

# Case Study

Brookline Village Parking Benefit District



**Sidewalk extensions on Beacon Street**



**Extended sidewalks in Brookline**

Downtown Salem PBD Plan



# Example

## Salem Parking Benefit District Plan

- Downtown parking management system restructured in 2010
- Started generating significant increased revenues, but City Council took surplus into the general fund
- Shared streets & other initiatives looking for sustained revenue source
- **Looking to establish PBD in Downtown to:**
  - Use dedicated parking revenue from parking to beautify Downtown and provide a consistent and elevated level of attention to existing landscaping and general maintenance efforts.
- **Shared Streets & Spaces Grant**
  - **Aug 2020 - \$60,385** to create **extended sidewalks** on roads of local and regional significance.
    - Provide safer and better access for pedestrians, cyclists, and micro-mobility device users
    - Improve connections to commercial districts, civic buildings, medical facilities, recreational facilities, and schools, with a focus on local Environmental Justice communities.
    - Complement earlier Shared Streets efforts that Brookline implemented on its own.



### Downtown Salem Public Parking Map

# Example

## Salem Parking Benefit District Plan



**Outdoor, protected dining space with public art on Washington Street**



**Outdoor, protected dining space and sidewalk extensions on Washington Street**

Downtown Rockport Cultural District



ROCKPORT ART ASSOCIATION

OPEN

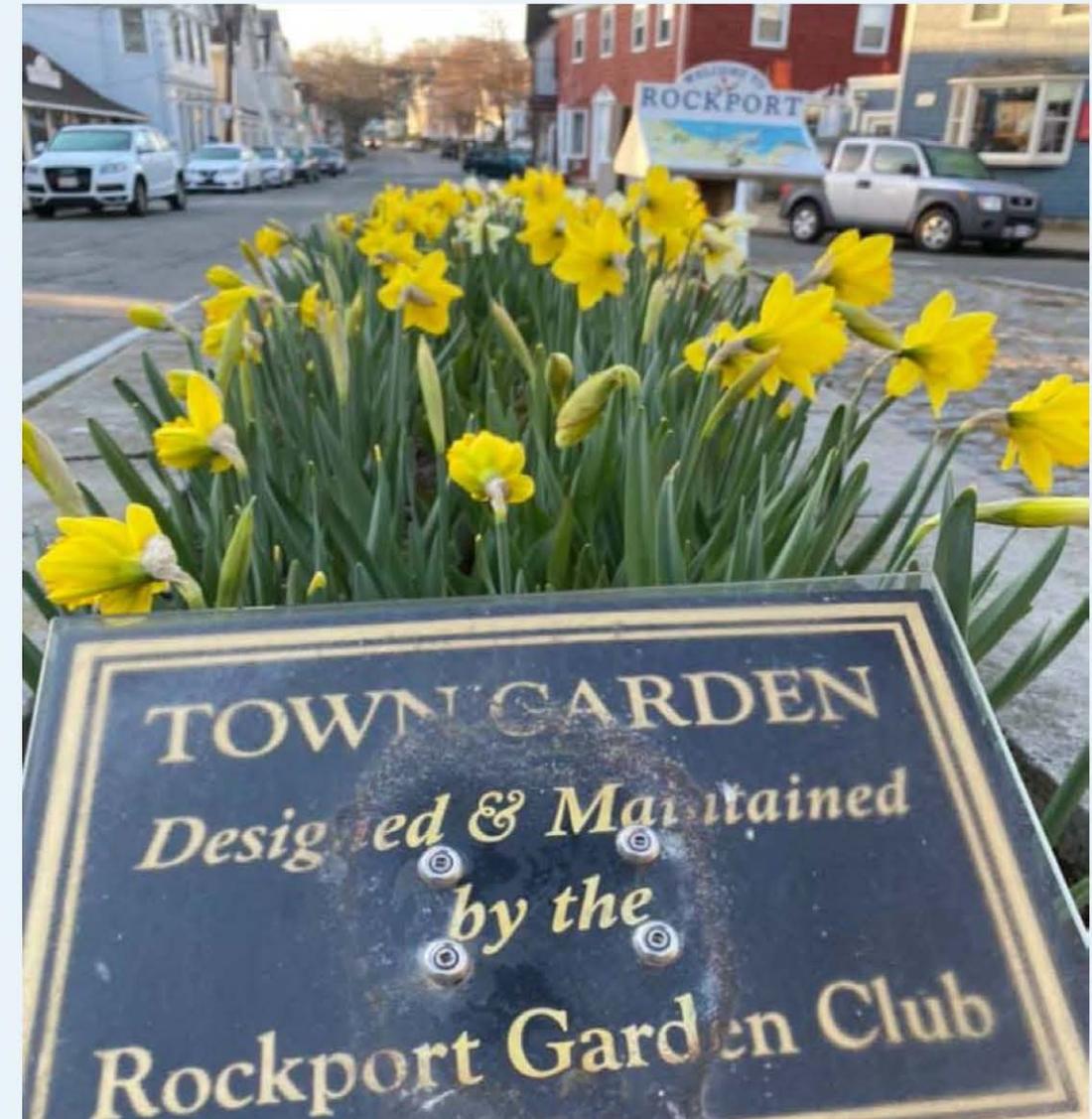
NO PARKING  
ANYTIME  
ANY DAY

ACCESS  
AT SIDE OF  
BUILDING  
→

## Example

### Downtown Rockport Cultural District

- Parking meter/kiosk revenue
- 12% of parking meter revenue (up to \$10,000)
- **PBD Improvements:**
  - Time and services provided by the Cultural District Executive Director to bring the artists, cultural organizations, and business within the District together to build a thriving environment in Downtown



*Source: Rockport Cultural District*

**The Cultural District benefits from local partnerships for both physical maintenance of the district and community programming**

# Thank You!

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